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SIZING UP THE TURKEY SITUATION CAN BE TRICKY

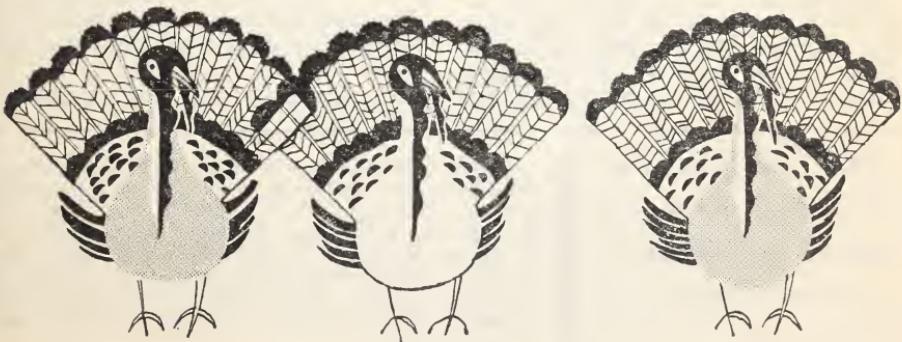
Averages and totals tell us less than the full story about the turkey crop and its prospects. The 1959 crop totals a record 82 million birds, 5 percent more than last year. But Bronze turkeys—the heavy breed that makes up the biggest part of the crop—are down perhaps 8 percent from last year. The number of Bronze turkeys—48 million—is about the same as it was in 1954-56. In those years the total crop averaged about 70 million turkeys, considerably less than in the years since.

Averages are similarly deceptive in describing "the price" for turkeys. Of course, there is no single market price

for turkeys. The mid-September U.S. average price received by farmers for all turkeys was 22.6 cents a pound, about a cent down from the year before, and the lowest for any September since 1943. But prices for heavy toms (Bronze toms fall into this class) were sharply above last year and, in fact, the highest for the month in the last 5 years.

An important reason for this divergent price trend lies in the changed composition of present-day turkey crops. Another reason lies in the changes that have been made in mer-

(continued on the next page)



TURKEYS—Continued

chandising, and in the reactions of consumers to the increased supply of turkey (and of other poultry meats and red meats as well). Let's look at each of these items.

Until about 15 years ago, turkeys came in two sizes. Judged by the standards of the times, they were either (a) large, or (b) over large. (Conventionally, they were called hens and toms.) Because the size of the hens came closer to meeting the needs of a family, they were favored and sold at higher prices per pound than the toms.

Premium

The premium for the hen—per pound—was often so great that the total retail price for a 12-pound hen sometimes calculated out (at say 70 cents per pound) to almost the same as a 16-pound tom (at say 55 cents per pound). This difference often may not have been known by the turkey producer, who usually sold his flock at a single average price for hens and toms.

The Beltsville Small White turkey was developed by USDA to enable farmers to benefit from any premium which the market offered for small turkeys. In recent years, about 16 to 18 percent of the turkey crop has been Beltsvilles, and an additional 20 percent has been white-feathered heavy birds. Because their white pin feathers present less of a problem than do dark pin feathers, these other white turkeys can be slaughtered at immature weights, thus adding to the supply of small turkeys.

At the same time that the "consist" of the turkey crop has been changing, the National Turkey Federation and other groups have staged successful campaigns to tell restaurateurs and

other mass feeders about the economies and other advantages of big tom turkeys.

The result? The wholesale prices of early October show heavy toms to be the highest priced turkeys of all. Hens and Beltsvilles are lower, and the usual premium for small birds is at this moment practically nonexistent. The premium may be restored in other seasons, but probably never again as it was 15 years ago.

In addition, *total* production of turkeys has skyrocketed. The result is that in the last 3 years the general level of prices for all turkeys has been lower than at any other time since 1942. On this lower market, if wartime and prewar cent-per-pound spreads were to be restored between the prices of hens and toms, the percentage spread would be intolerably wide.

The increase in turkey production in the past 10 or 12 years has almost doubled the supply (and average consumption) per American consumer. The average annual per person consumption figure rose from 3.3 pounds of ready-to-cook turkey in 1947-49 to almost 6 pounds in the years from 1957 to date.

There is substantial turkey consumption at meals beyond the traditional holiday repasts of Thanksgiving and Christmas. Therein arises one of the problems affecting producers' returns.

Merchandising

As a holiday specialty, turkeys are the beneficiary of a traditional demand which probably is much less elastic than demand during the rest of the year. The proper celebration of Thanksgiving demands a bird, and the housewife at that time is less price sensitive.

(continued on the next page)

The Agricultural Situation is sent free to crop, livestock, and price reporters in connection with their reporting work.

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TURKEYS—Continued

But the marketing system has become increasingly competitive, and the mass-merchandisers have been retailing turkeys as holiday leaders. So holiday turkeys have, to an increasing extent, become good buys to the housewife, compared with the price of yesteryear. Thus competition has spared consumers from being asked to pay higher for turkeys.

So much for holiday marketings. How about disappearance during the rest of the year? The industry, remember, has become increasingly dependent upon year-round sales.

Because of the special sale of Thanksgiving turkeys at less than usual retail markups, an unusually low standard of "normal price" has been put before the housewife, as the basis for her judgment of prices at other times. In addition, her turkey purchases at other times are made without the stimulus of tradition that says only turkey, and nothing else, is the appropriate main course for a particular meal.

So . . .

Under these circumstances especially, it is not surprising that the increase in average per capita consumption has been accompanied by a drop in the price farmers receive for turkeys. The live price per pound dropped from an average of 39 cents in 1947-49 to around 23 cents from 1957 to date.

It seems that as turkey has become a mass-volume staple, it has had to leave the protected market situation in which specialties are merchandised, and make a new niche for itself in a rough-and-tumble marketplace. In that process some of the standard averages and totals tell less than the full story about the turkey situation.

Edward Karpoff
Agricultural Economic Division

The Farmer's Share

The farmer's share of the consumer's food dollar was 38 percent in August, 1 percent higher than in July. In August 1958 the farmer's share was 39 percent.

CROP REPORTING FILM IS BROUGHT UP TO DATE

A COMPASS FOR AGRICULTURE, a brandnew revision of the film that tells the story of the Nation's 100-year-old crop reporting service, has just been released by the U.S. Department of Agriculture.

The film pictures the vital role played by farmers and businessmen who fill out questionnaires on crops, livestock, and prices, showing how every reply from crop reporters helps paint the Nation's agricultural picture.

Step by step the film describes how agricultural statistics are collected, compiled, disseminated, and used. It shows how statistical techniques are used to make the reports of the Federal-State Crop and Livestock Reporting Service timely, accurate, and useful—unsurpassed in the world today.

The film tells how farmers and others in early days tried to obtain for themselves unbiased production and price information as a reliable guide for farming. It traces the development of crop reporting by the Government from mid-19th century to the present. It shows how some 40 years ago the Federal and State governments began to join forces and work together on crop reporting.

The film describes how rigid security measures protect information that is provided by crop reporters—to prevent premature release of reports that could give some persons an unfair advantage in the market. These measures are taken so that all have equal access to the estimates and at the same time. Information from individual reporters is always held confidential.

A COMPASS FOR AGRICULTURE was designed for use at meetings of farm organizations, community clubs, and service organizations, in classroom, and on television.

If you can use this film at a meeting, get in touch with your State agricultural statistician or the Motion Picture Service, USDA, Washington 25, D.C. After January you may get a copy from your State film library—usually located at the land-grant college. Be sure to ask for the revised version.

ARE YOU KEEPING UP WITH THE WEATHER?

Each week your State statistician puts out a "Weekly Weather and Crop" report. This report presents a complete picture of the weather in your State and its effect on crops. If you're interested in keeping up with the weather and crops, write your State statistician. He will add your name to his mailing list.

The State reports are used to compile the national "Weekly Weather and Crop Bulletin." This eight-page publication is prepared by the Weather Bureau and USDA's Agricultural Marketing Service. The bulletin evolved from a two-page publication called the "Weekly Weather Chronicle," published for the first time by the Signal Corps of the War Department 87 years ago.

Information on the progress of the Nation's crops appears in the Bulletin. A complete picture of the Nation's weather is presented in a weather summary, in precipitation and temperature maps, charts, and tables, and in 30-day outlook maps.

There are also many special articles on floods, droughts, storms, freezes, snow cover, weather-crop relationships, and other interesting items.

Information for this bulletin is collected from many individuals in many varied occupations in every part of the Nation. Thousands of voluntary reporters supply local weather information to the State climatologists and crop progress information to State agricultural statisticians.

Reporters

Those reporting to the State statistician may be county agricultural agents, farmers, country bankers, local representatives of the Department of Agriculture, or local businessmen who have day-to-day contacts with agriculture.

The State climatologist prepares the summary of the week's weather, temperature and precipitation tables or charts, frost hazard data, and other

weather information. The State agricultural statistician prepares a summary on crop conditions and other pertinent agricultural information in the State.

The summaries are then published by the State statistician in the State "Weekly Weather and Crop" report. This information is made available to the public through newspapers, radio, and television.

A condensed version of the State report is telegraphed by the climatologist to the national Weather Bureau. These State reports are then used to compile the national report.

The national "Weekly Weather and Crop Bulletin" may be purchased from the Superintendent of Documents, Government Printing Office, Washington 25, D.C. It costs \$3 a year.

Melvin Koehn
Agricultural Estimates Division, AMS

1ST WORLD AG FAIR WILL OPEN IN INDIA

The United States will demonstrate its agricultural know-how at the First World Agricultural Fair that opens in New Delhi, India, next month.

The U.S. Department of Agriculture has played a major role in developing the U.S. exhibit. It will cover some of the latest techniques of agricultural research, production, and marketing.

A large part of the cost of the U.S. exhibit is being paid for by money acquired through sales to India of U.S. farm commodities (largely wheat) under the Public Law 480 program.

The exhibit's marketing story will emphasize the abundance of our products that are available for export. Last year India ranked sixth among nations in the amount of agricultural products imported from the United States. We were by far India's biggest supplier, furnishing 44 percent of her agricultural imports.



OUTLOOK

Soybeans

A record quantity of soybeans is likely to be crushed and exported in 1959-60. The crop is forecast at 8 percent below last year. This combination probably means a drop in carry-over from this year's peak.

Strong foreign demand is likely to push exports in 1959-60 above last year's record of about 110 million bushels. The crush and other use probably will be in the 430-435 million bushels range, about the same as last season.

Prices to farmers during the heavy marketing season are likely to average around the \$1.85 support level. Current prospects for strong crusher and export demand indicate the likelihood of a fairly good seasonal rise.

Hogs

Hog slaughter, up 14 percent from a year earlier during the first 9 months of 1959, probably will show a smaller increase the rest of this year. (See the story on p. 14.)



Sheep

Federally inspected sheep and lamb slaughter, which in September was about 13 percent above September 1958, will likely continue above last fall. Early next year, the rate probably will be below that of early 1959. The 1959 lamb crop was up 2 percent and a smaller proportion is apparently being retained on farms and ranches this year than last. In October slaughter lamb prices were down about \$2.50 per

100 pounds and feeder lamb prices were \$4 below a year earlier. Slaughter lamb prices this winter may average as high or a little higher than last winter.

Fruit

A 1959-60 early and midseason orange crop 3 percent larger than last year was indicated October 1. The prospective grapefruit crop is about the same as in 1958-59.



Feed

Feed grain stocks will rise in 1959-60 for the eighth consecutive year. A record corn crop . . . 17 percent above last year's peak . . . is largely responsible. Although numbers of livestock are increasing and feeding rates will remain high, carryover stocks next October 1 are likely to increase further.

Slightly lower feed grain prices this fall and winter than a year ago are in prospect. Record production this year and lower livestock prices are the main factors.

The 1959-60 supply of high-protein feeds probably will be a little larger than that of 1958-59. More cottonseed meal and animal protein feeds, as much or more soybean meal, less linseed meal are in prospect.

Rice

A sharp increase in exports and a small gain in domestic use is expected to reduce rice stocks this season, even

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OUTLOOK

to substantially below a year ago. Prices are increasing seasonally and are likely to average above a year earlier for the next several weeks.

Flaxseed

This year's crop is 45 percent less than last year's and the smallest in 15 years. Although an increased carryover was on hand at the beginning of the season, strong export demand has reduced stocks. Canada also has a poor crop and excessive rain has delayed plantings in Argentina. The generally tight supply situation means that prices to farmers this year will average well above those for the 1958 crop.

Cotton

About equal increases this marketing year in production and disappearance are in the outlook for cotton. The 1959 crop is up 28 percent. Exports will about double the 1958-59 level and use by U.S. mills will increase some. Carryover probably will hold at about the August 1, 1959, figure of 8.9 million bales, well below the 1956 peak of 14.5 million.

Higher exports and domestic mill use are expected to boost total disappearance in 1959-60 to 14½ million bales, highest since 1956-57. Shipments abroad probably will about double last season's 2.8 million bale total. Mill use is likely to rise from 8.7 last season to about 9 million.



Wheat

Wheat production this year, though down a fourth from the 1958 record, will again exceed disappearance. Use in this country may be off slightly and exports moderately. Carryover next July 1 is expected to rise close to 90 million bushels above a year earlier to about 1,365 million bushels.

Market prices in mid-October were higher than usual at this time of year

(continued on page 11)

Continued

though production is up 12 percent from 1958. The carryover estimate of about 13 million hundredweight for next August 1 is 2.7 million below last August 1.

Eggs

The seasonal price peak probably was reached in the last half of September. Prices continue below last year and production is slightly higher . . . a situation likely to continue through the rest of 1959.



Broilers

Supplies are declining seasonally. Prices are not likely to rise during the next couple of months, however, since demand also is weakening seasonally. Mid-September prices continued a little below a year earlier.

Turkeys

Slaughter the rest of the season is likely to be about the same as a year ago. Although year's crop is 5 percent larger than last year and a record, number of poult started since June 1 has been fewer than in the same period of 1958. Turkey prices to farmers rose slightly from mid-August to mid-September, but remained slightly under a year earlier.

Vegetables

Most canned items will be in ample supply this season. Some reduction in the pack is likely, but larger stocks were on hand at the beginning of the season.

The fall crops of vegetables for fresh market sale generally are moderately

"CATTLE ON FEED" REPORTS ARE EXPANDED

The Crop Reporting Board plans to expand the cattle on feed reporting program by the first of the year. Congress recently provided funds for the job.

The expansion provides for—

(1) Issuing a monthly report for California and Arizona.

(2) Adding five Western States to the current quarterly program.

(3) Issuing an estimate of numbers on feed January 1 in 11 Southeastern States.

The States to be added to the quarterly report are Wyoming, New Mexico, Nevada, Washington, and Oregon.

The States to be added to the January 1 report are Virginia, North Carolina, South Carolina, Georgia, Florida, Kentucky, Tennessee, Alabama, Mississippi, Arkansas, and Louisiana.

Expansions in the cattle on feed reporting program reflect the needs of a rapidly growing industry for comprehensive statistics. Prior to 1948 only January 1 inventories were available in the more important cattle feeding States.

Quarterly estimates (January 1, April 1, July 1, and October 1) of cattle on feed were started in 1948 in three important feeding States—Iowa, Nebraska, and Illinois.

Now . . .

The program will now cover 2 States on a monthly basis and 26 States on a quarterly basis. Information will be available for 37 States for January 1. The reports will make timely information available for all important cattle feeding areas of the United States.

The published quarterly reports include information on the number of cattle on feed, total fed cattle marketed during the past quarter and cattle and calves placed on feed.

The number of cattle on feed is also estimated and published by classes and weight groups, length of time on feed and by expected month of marketing.

George Wangen
Agricultural Estimates Division

CATTLE—AT A GLANCE

Cattle slaughter so far this year has fallen a little short of last year's rate. But total slaughter this fall will probably be up from last fall.

The number of cattle and calves on feed October 1 in 21 leading States was 20 percent larger than last October.

Slaughter of grass cattle will likely continue at a relatively low rate, but about as many may be slaughtered this fall as last.

Shipments

Stocker and feeder cattle and calves shipped into 9 selected North Central States during September totaled 861,586 head, an increase of 6 percent from September 1958.

Total inspected shipments of stocker and feeder cattle and calves from public stockyards during September totaled 658,016 head, a decrease of 13 percent from September 1958.

Prospects are for cattle prices to change relatively little from current levels the rest of the year.



MOST TOBACCO ACREAGES ARE SMALL

It takes a lot of labor to produce an acre of tobacco—usually anywhere from 400 to over 450 man-hours. That's one reason why most growers' acreages are small.

But just how small are they? A close look at Commodity Stabilization Service figures on allotments will help answer that question.

Most kinds of tobacco have been grown under acreage allotments for many years. Growers have to approve marketing quotas for their crop before acreage allotments can be put into effect. Each grower is notified of his acreage allotment before he votes in a referendum on marketing quotas.

This year, marketing quotas and acreage allotments are in effect for all kinds of tobacco grown in the United States, except Maryland, Pennsylvania cigar-filler, and the cigar-wrapper types. The tobacco being produced under acreage allotments this year are: Flue-cured, burley, fire-cured, dark air-cured, sun-cured, Ohio cigar filler, Connecticut Valley cigar binder, and Wisconsin cigar binder.

The two principal kinds of tobacco grown in the United States are flue-cured and burley. Flue-cured will make up about 60 percent and burley over 25 percent of the 1959 crop. Virtually all of our flue-cured tobacco is produced in five States—North Carolina, South Carolina, Virginia, Georgia, and Florida. Burley is grown primarily in eight States—Kentucky, Tennessee, Virginia, North Carolina, Ohio, Indiana, Missouri, and West Virginia. This year, about 208,000 flue-cured farms and 303,000 burley farms received acreage allotments.

Burley

Burley acreages average considerably smaller than those of flue-cured. In fact, the average burley allotment is smaller than the average for any other kind of tobacco except dark air-cured. This year about 86,000 farms,

28 percent of all burley farms, have allotments of one-half acre or less. About 137,000 burley farms, 45 percent of the total, have allotments of more than a half acre, but not larger than 1 acre. So 223,000 farms—nearly three-fourths of all farms growing burley—have allotments of 1 acre or less.

Of the other one-fourth with allotments above 1 acre in size, individual allotments of the large majority do not exceed 3 acres. Considering all burley farms on a combined basis, allotments average about 1 acre per farm.

Flue-Cured

About 92,000 or 44 percent of the flue-cured farms have allotments of over 1 acre, but not over 3 acres. Around a fifth of the flue-cured farms have allotments of 1 acre or less. Farms with allotments of over 10 acres number close to 10,000. They make up about 5 percent of all flue-cured farms, but account for 25 percent of the total 1959 flue-cured acreage allotment.

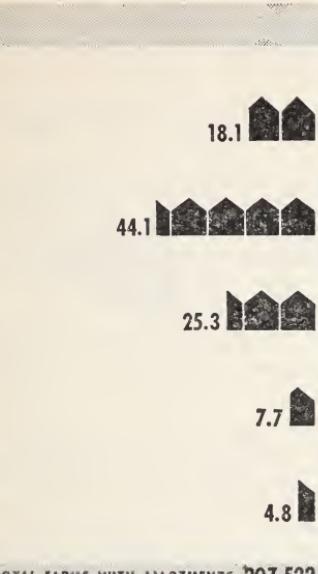
Burley farms falling in this size category number about 1,200—less than one-half of 1 percent of all farms growing this type—and account for 6 to 7 percent of the total burley acreage allotment. Nationally, flue-cured allotments average about 3½ acres in size.

The average allotment for dark air-cured tobacco produced in Kentucky and Tennessee is smaller than for any other kind. Five-sixths of the approximately 25,000 farms growing these types have allotments of 1 acre or less. The average allotment of this group is 0.4 acre. Most of the remaining farms have allotments averaging about 1½ acres. The combined average for these types is about two-thirds of an acre.

Fire-cured tobacco grown in Virginia is also characterized by relatively small acreages. Over half of the 7,300 farms with allotments this year have allotments of 1 acre or less. Five-sixths

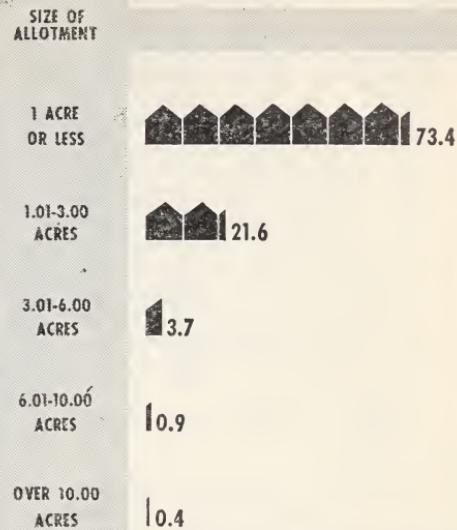
HERE'S HOW FLUE-CURED AND BURLEY TOBACCO ACREAGE ALLOTMENTS WERE DISTRIBUTED IN 1959

PERCENTAGE OF FLUE-CURED FARMS



TOTAL FARMS WITH ALLOTMENTS 207,522

PERCENTAGE OF BURLEY FARMS



TOTAL FARMS WITH ALLOTMENTS 303,361

have allotments of 2 acres or less. The average for all farms growing this kind of tobacco is about 1 1/4 acres.

Fire-cured tobacco produced in Kentucky and Tennessee is grown on allotments that are larger than in Virginia. Over half of the 17,700 allotments for Kentucky-Tennessee fire-cured are between 1 and 3 acres in size, and approximately a third are 1 acre or less. Combined allotments for this kind average near 2 acres.

The average size of allotments for the other kinds of tobacco range from 1.8 acres for Virginia sun-cured to nearly 7 acres for Maryland. Acreage allotments for Maryland are not in effect this year. The growers' vote last February fell a little short of the two-thirds majority required to approve marketing quotas for the 1959 crop. But the 1959 allotments would have been about the same as last year if quotas had been approved.

About a fifth of the approximately 7,000 acreage allotments for Maryland tobacco are between 10 and 20 acres in size, and more than two-fifths are over 6 acres in size—the largest such proportion of any tobacco with allotments.

Other average allotments are Connecticut Valley binder, 5 acres; Wisconsin binder, 3 acres; and Ohio filler, 3 1/2 acres. Nearly 70 percent of all farms with allotments of Connecticut Valley binder have allotments of 5 acres or less. But a fairly significant percentage have allotments ranging from 10 up to 50 acres; this raises the average for this kind as a whole.

About 582,000 farms in the United States have tobacco acreage allotments. Around half of these farms have allotments of 1 acre or less, over four-fifths 3 acres or less, and over nine-tenths 6 acres or less. The average allotment is about 2 acres.

S. M. Sackrin
Agricultural Economics Division, AMS

FEDERAL MILK MARKETING ORDERS

What are They?

What do They Mean to Farmers?

Even though Federal milk marketing orders touch the lives of millions of people in this country, there sometimes seems to be a lack of understanding of their nature, their purpose, and their operation. To provide some information on these points, we've asked William G. Sullivan, Chief of the Market Orders Branch, Agricultural Marketing Service, the agency responsible for administering the program, to answer a few questions.

Q. Mr. Sullivan, what is a Federal milk marketing order?

A. It is a regulation which establishes minimum prices that handlers—dealers or bottlers—must pay producers for milk.

Q. What is the purpose of a Federal milk order?

A. Primarily, a milk order is intended to stabilize marketing conditions for milk produced for fluid use—that is, for drinking—and to assure consumers of a dependable supply of such milk.

Q. How is this achieved?

A. By fixing minimum prices and by "pooling." Pooling means the equitable sharing among farmers of the higher prices milk brings when used in fluid form and the lower prices for the necessary reserve supplies which go into manufactured dairy products.

Q. Who is regulated by an order?

A. Only milk handlers.

Q. In what way is the handler regulated?

A. Regulated handlers must pay at least the minimum set prices to dairy farmers, make accurate weights and tests, and account properly for the way the milk is used. But the milk order does not control from whom the handler may buy, to whom he may sell, how much he should buy or sell, or at what prices he may sell.

Q. Are dairy farmers controlled in any way?

A. No. They may produce and sell any amount of milk under a Federal order for as much as they can get for it. Any dairy farmer who can find a handler in the regulated market to buy his milk may freely do so.

Q. How is it decided that a marketing order should be issued for a marketing area?

A. First, dairy farmers in the area, usually through their cooperative associations, petition for the establishment of a Federal order. Then, should investigation by the USDA reveal that an order might be needed to stabilize marketing conditions, a public hearing is called to give all interested persons an opportunity to present facts and opinions on the proposal. On the basis of this evidence, USDA may decide that an order is needed. This proposed order must be approved by at least two-thirds of the producers in the area before it may be put into effect.

Q. What determines the extent of the regulated marketing area?

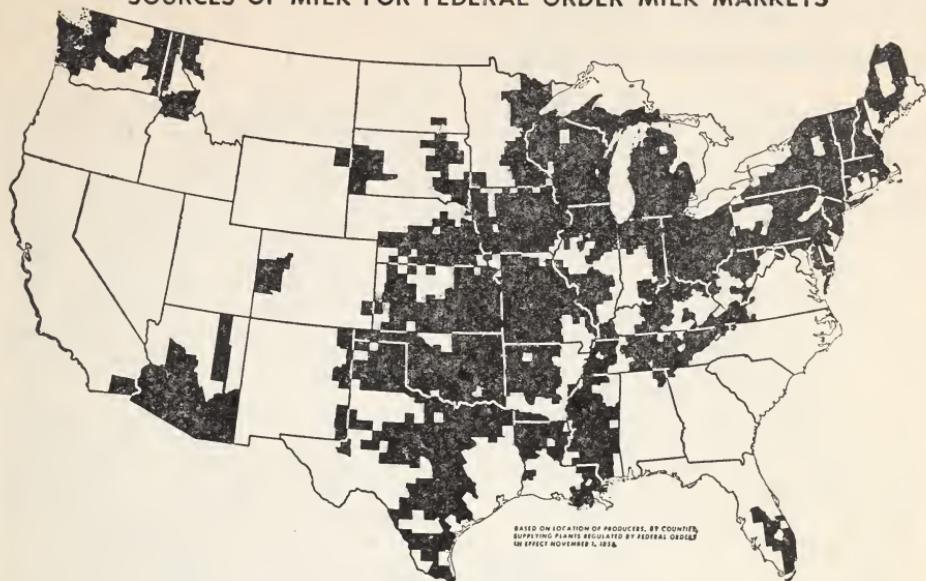
A. It is generally the area in which the regulated handlers customarily distribute fluid milk.

Q. Who supervises the operation of a marketing order?

A. A market administrator is appointed by USDA to see that all provisions of the order are carried out. He has an office in the marketing area. His staff checks weights and tests of milk and the books of regulated handlers. By using the utilization reports from handlers and the class prices specified in the order, he calculates the blend prices that will be paid to farmers supplying the market each month. And he

(continued on the next page)

SOURCES OF MILK FOR FEDERAL ORDER MILK MARKETS



Orders—Continued

makes sure that producers receive those prices.

Q. How many Federal milk marketing orders are now in effect and how many people are affected by them?

A. Federal orders are now operating in 77 fluid milk markets in which more than 78 million consumers reside. These markets include most of our major cities. During 1959, these orders are expected to regulate 2,200 dealers who handle 40 billion pounds of milk produced by 189,000 dairy farmers.

Booklet Available

If you're interested in learning more about Federal Milk Marketing Orders, drop us a card. We'll send you a free copy of a popular 14-page booklet on the subject. Our address: The Agricultural Situation, Marketing Information Division, AMS, USDA, Washington 25, D.C.

Outlook—Continued

compared with support. This strength in prices resulted from light marketings and the smaller crop.

Potatoes and Sweetpotatoes

Supplies of potatoes available for fall and winter are somewhat smaller than the burdensome supplies of a year ago. Potato prices into late winter are expected to average substantially above the low levels of a year ago.

Sweetpotato prices are expected to show a substantial seasonal rise into the winter.

Cattle

This fall more fed cattle than a year ago and about the same number of grass cattle are expected to be slaughtered. (See the story on p. 7.)

Dairy

Milk production in the United States will reach its annual low point this month. Prices and consumption of fluid milk have been a little above a year earlier.

COMMERCIAL FEEDS ARE GAINING IMPORTANCE

We hear a lot about commercially prepared livestock and poultry feeds these days. A large percentage of our poultry feed is now purchased ready mixed, and so is much of our dairy feed, especially in the eastern half of the country.

Hog and beef cattle producers are also buying more commercially prepared protein supplements for mixing with home-grown or locally purchased grain. Large quantities of high-protein feed ingredients, such as tankage, soybean meal and cottonseed meal, are also being purchased by farmers for mixing at home.

Sales

We do not know just how much commercially processed feed is purchased by farmers in different areas of the country. Information on sales is rather sketchy. Many States collect information on these feeds, but a number of important livestock and poultry States do not.

We've received information from 29 States that keep records on prepared feed sales. Practically all of these States report total sales of prepared formula feed, as well as sales of grain products, oilseed meal, and other ingredients.

Most of these States collect the information through the State feed inspection service or from records on the payment of tonnage fees or from the sale of tax tags or certificates for feed sold in the State. Some of the States report sales for calendar years, others report for fiscal years.

These 29 States sold 35.5 million tons of feed during 1958 (1957-58 for 12 States), 6 percent more than in 1957, and 21 percent more than in 1954.

These 29 States account for a large percentage of our livestock and poultry production. They had 73 percent of the grain-consuming animal units fed in the United States during the 1957-58 feeding year. (See the note at the bottom of the page.)

Here's a rundown on State sales (in thousands of tons) of prepared feed in 1958—Ala., 1,111; Ariz., 278; Ark., 1,112; Calif., 4,600; Colo., 323; Del., 468; Fla., 1,194; Ga., 2,052; Ind., 1,435; Iowa, 3,723; Ky., 616; La., 613; Minn., 1,250; Miss., 662; Mo., 2,360; Nebr., 666; N.J., 896; N. Mex., 211; N.C., 1,596; N. Dak., 80; Okla., 878; Pa., 2,488; R.I., 67; S.C., 379; S. Dak., 242; Tex., 3,935; Va., 967; W. Va., 371; and Wis., 1,137.

Eighteen States reported on the amount of the various kinds of prepared formula feeds that were sold as well as the tonnages of feed ingredients such as wheat byproducts, corn products, oilseed meals, etc.

Sixty-six percent of the feed sold in these States was commercially prepared livestock and poultry feed. The rest was the various ingredients.

Here's how the mixed feeds were distributed in the total sales for the 18 States: Poultry feeds, 55 percent; dairy feed, 16 percent; beef cattle feed, 7 percent; hog feeds, 17 percent and all other feeds, 5 percent.

More Information

More detailed figures are available on the 29 States. If you're interested in them, drop us a card and we'll send them to you. Our address: The Agricultural Situation, Marketing Information Division AMS, USDA, Washington 25, D.C.

Malcolm Clough
Agricultural Economics Division, AMS

Editor's Note

Grain-consuming animal units are based on the number of livestock fed during a feeding year (October through the following September). The unit is based on the dairy cow. Each dairy cow represents approximately one unit. The number of units other animals represent is based on the relationship between their feed consumption and that of the dairy cow.



OUTLOOK TIME IS NEARLY HERE AGAIN

Next month we'll devote the entire issue of the *Agricultural Situation* to the outlook for farm products in 1960. Of course, space will be a problem—we won't be able to cover the various commodities as thoroughly as we'd like to. For that reason, we'll be happy to send you more detailed reports on the outlook. Drop us a card and let us know what commodities you're interested in. (Our address: The Agricultural Situation, Marketing Information Division AMS, USDA, Washington 25, D.C.)

Outlook reports will be available on Wheat, Tobacco, Fruits, Vegetables, Wool, Feed, Dairy, Livestock, Poultry and Eggs, Cotton, Fats and Oils, and Farm Income.

Outlook reports are primarily designed to help farmers do a better job of planning their production and marketing.

The reports include a thorough analysis of the current economic situ-

ation, and outlook as it affects agriculture, together with an appraisal of most probable future trends. The assumptions on which forecasts rest are clearly stated.

The experts who prepare these reports will be presenting their views at the National Agricultural Outlook Conference in Washington this month. An Outlook Conference has been held each year since 1923.

The meeting brings economists of the land-grant colleges and universities together with those of USDA, and other departments of the Government, and non-Government organizations.

At the conference, the economic situation and the outlook for farmers is thoroughly analyzed. The State Agricultural Extension Services use this information as the basis for State and local programs on the outlook. Some States hold outlook conferences of their own.

U.S. FRUIT INDUSTRY IS A BILLION-DOLLAR OPERATION

Have you ever stopped to think just how much fruit is produced in the United States? Most farms in most States do not raise fruit commercially, so it's pretty easy to overlook the importance of fruit. Actually, the production of fruit is far from being insignificant, unless you consider \$1.3 billion insignificant. That was the value of the 1958 fruit and nut crops.

Tonnage

Since the 1959 fruit crops have not all been harvested and sold, we have to look at 1958 and earlier years to see the importance of the fruit and nut crops. In 1958 production totaled 18 million tons, of which slightly more than 8 million tons were citrus fruits.

The most important fruit from a tonnage standpoint was oranges, totaling 5½ million tons. Of the noncitrus fruits, apples and grapes were most important. Production of each of these crops was slightly more than 3 million tons in 1958.

The 1954-58 average value of the four most important fruits shows oranges leading with \$318 million, followed by apples averaging \$189 million, grapes next at \$156 million, and then peaches at \$127 million.

Leading States

California is the leading State in the quantity and value of fruits and nuts produced. During the last 5 years the value of production in California has averaged slightly over one-half billion dollars. Tonnage averaged approximately 7 million tons. Compared with totals for the United States, California generally has close to 40 percent of the tonnage, and slightly less than 45 percent of the value.

Florida ranks second in fruit production producing an average of nearly 5¾ million tons worth around \$230 million.

Citrus crops account for most of this.

Florida is the leading citrus State. Its production of all fruit and nuts accounts for about one-third of the total tonnage in the United States and almost one-fifth of the value. California and Florida generally account for about 75 percent of the fruit and nut tonnage produced in the United States.

Although Washington, New York, and Michigan are ranked third, fourth, and fifth, respectively, in importance based on production, it is significant that Washington accounts for only about 5 percent of the U.S. tonnage—generally less than 1 million tons.

Other States

While most other States have commercial fruit production, and in many instances of considerable importance within the State, the tonnage makes up only a small percent of the U.S. total.

Earl L. Park
Agricultural Estimates Division, AMS



HOGS—AT A GLANCE

Hog slaughter the first 9 months this year was 14 percent larger than in the corresponding months of 1958. Slaughter this fall will continue above last fall, but by a smaller percentage since supplies will come largely from March-May farrowings which were up about 9 percent from a year earlier.

In October, the average price of barrows and gilts at 8 markets was \$13.11 per 100 pounds, \$5.77 below a year earlier. While some further declines may occur in hog prices this fall, they are expected to be small. Hog prices may fluctuate within a relatively narrow range the rest of this fall and winter.

"Bert" Newell's Letter

Last month I had an experience which I think might be of some interest. I was invited to participate in an annual farm-city dinner that was put on by the Curfew Grange in Fayette County, in southwestern Pennsylvania. This is an area where the economy for a great many years has centered around soft-coal mining. With the depletion of the mines this industry has declined sharply until at the present time there is work for less than half the number of workers that were employed as recently as the last World War. This has created some very difficult problems, not only for the miners but for all kinds of business including agriculture. I was told that this area has a severe unemployment problem.

I had all day to get around the county with the county agent to see and talk with farmers, to meet with businessmen, the manager of the chamber of commerce, and others, which I felt gave me an opportunity to get a fairly good, quick picture of their problems and the programs that were being carried on to meet those problems.

Our State statistician had notified cooperative reporters in Fayette and adjoining counties, so at 4 o'clock in the afternoon quite a bunch dropped in at the Grange Hall for an informal visit and a general powwow.

In the evening, more than 200 farm and city folks had gathered for the big dinner that was put on by the ladies of the Grange. I don't have to tell you what kind of dinner that was. Everybody had all he could eat and more. I was one of those who had more.

There was group singing, the 4-H Club girls put on a demonstration, lots of door prizes were handed out, and everybody seemed to have a wonderful time in spite of the fact that I talked for 35 or 40 minutes on the Crop and Livestock Reporting Service.

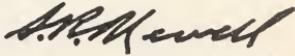
During the whole time I was in the county I didn't hear anyone just griping. Not once did I hear anyone say, "Why don't 'they' do this?" or "Why don't 'they' do that?" It seemed to me that they had long since reached the conclusion that we all have to come to in situations of this sort and that is, that everybody's business is nobody's business and the "they" we often talk about is "us," and together the people were using their energy in doing something rather than complaining.

I couldn't help but think about those fine folks while returning to Washington. The route I followed is a route that is sometimes referred to as the "National Road" or, occasionally, as the "Braddock Road." It's called U.S. Route 40 now and, of course, it doesn't follow exactly the old trail so laboriously hacked out by General Braddock and young George Washington in their campaign to recapture the territory beyond the mountains that had been invaded by the French. Nevertheless, it is still a famous old road that is closely tied in with the early history and development of this country.

As I whizzed along close to a mile a minute I thought of the hardships suffered by the pioneers as they pushed into the wilderness to build this great free land of ours. There is many an unmarked grave along the route where the wagons paused to lay a loved one to rest, and then with heavy hearts pushed onward.

All this should remind us that there are so many things that we enjoy and, in fact, take for granted that we would not have except for the vision, toil, and sacrifice of those who have gone before. To the early pioneers we shall always be grateful. We cannot afford to succumb to the opiate of complacency. There are still frontiers—different perhaps than in 1750—but still frontiers. Let us tackle them with the same vigor and vision as did our forefathers, that we may pass on to our children the freedom of thought and action that we enjoy in this great country of ours.

We do have a lot to be thankful for, don't we.



S. R. NEWELL

Chairman, Crop Reporting Board, AMS

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Page

Sizing Up the Turkey Situation

Can Be Tricky-----	1
Farmer's Share-----	3
Crop Reporting Film-----	3
Are You Keeping Up With the Weather? -----	4
1st World Ag Fair-----	4
Outlook-----	5
"Cattle on Feed" Reports are Expanded-----	7
Cattle—at a Glance-----	7
Most Tobacco Acreages are Small -----	8
Federal Milk Marketing Orders-----	10
Commercial Feeds Are Gaining Importance-----	12
Outlook Time Is Nearly Here Again-----	13
U.S. Fruit Industry Is a Billion-Dollar Operation -----	14
Hogs—At a Glance-----	14
"Bert" Newell's Letter-----	15

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